



UV-42

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Edward B. Knudson et al.

Application No.: 09/034,939

Confirmation No.: 4035

Filed : March 4, 1998

For : PROGRAM GUIDE SYSTEM WITH TARGETED  
ADVERTISING

RECEIVED

Group Art Unit : 2611

NOV 03 2003

Examiner : Jason P. Salce

Technology Center 2600

New York, New York 10020  
October 10, 2003

Hon. Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

This Reply is in response to the April 10, 2003  
Office Action issued in connection with the above-  
identified patent application. Reconsideration of this  
application in view of the following remarks and amendments  
is respectfully requested.

Amendments to the Claims are reflected in the  
listing of claims which begins on page 2 of this paper.

Remarks begin on page 14.